



DEFENSE LOGISTICS AGENCY
THE DEFENSE CONTRACT MANAGEMENT COMMAND
8725 JOHN J. KINGMAN ROAD, SUITE 2533
FT. BELVOIR, VIRGINIA 22060-6221

IN REPLY
REFER TO AQBFB

SEP 4 1997

MEMORANDUM FOR HQ DCMC EXECUTIVE DIRECTORS
COMMANDERS, DEFENSE CONTRACT MANAGEMENT DISTRICTS
COMMANDERS, CONTRACT ADMINISTRATION OFFICES

SUBJECT: DCMC Policy Memorandum No. 97-83, Production of
Videos and Customer Publications

This is a policy memorandum and is effective immediately.
It expires upon incorporation into DLAD 5000.4. Target audience
is all DCMC Associates.

This policy memorandum promulgates specific guidance and
direction regarding the production of videos and customer-
oriented publications that require the Command to expend
resources in any form. The purposes of this policy are to
establish and maintain continuity in the message DCMC presents to
customers; strengthen the Command's image; and ensure appropriate
use of DCMC's resources in producing such materials.

We established a Command Image and Information (CII)
Integrated Process Team (IPT) to review Command resources in
support of this policy. District PAOs will support the CII IPT;
PAO resources will be made available upon request to the
Headquarters Business Management and Analysis Team, AQBFB, which
is the CII IPT Team Lead.

Beginning in FY 98, the CII IPT must review all publications
for customer consumption and all videos. The CII IPT will offer
assistance in the production of all products. Exempted from this
policy are products that are technical in nature and specifically
produced as a normal cause of performing contract administration
(e.g., delivery status reports); such products are referred to as
excepted publications. Excepted publications also include
newsletters at the District level. Additionally, all non-
excepted products must adhere to the standards of the Command for
publications (see attachment 1 for details).

Before proposing development of a new publication or video,
CAOs shall first consider use of existing products. The

Headquarters DCMC Business Management and Analysis Team (AQBF) has developed several marketing/informational products for use by all DCMC offices. These products are available to field offices and customer liaisons through their respective District Public Affairs Offices (PAOs). A list of these products is available on the DCMC HomePage and is also at attachment 2. District PAOs are responsible for ordering sufficient quantities of these materials from AQBF and distributing to all field activities and customer liaisons.

Before expending resources to produce videos or customer-oriented published materials other than the excepted materials, requesting offices must receive approval from the Commander, DCMC. The review and approval process is depicted in the flowchart at attachment 3. Districts, Contract Administration Offices (CAOs), and Headquarters DCMC teams must submit business cases (which are not to be prepared by contractors) to the CII IPT for all videos and customer-oriented publications. All requests must be signed by either the CAO Commander or appropriate official and shall explain the product's purpose, audience, expected shelf life, proposed distribution plan, copies required, estimated cost (which is to be obtained through a CII IPT representative), and a description of the product as part of the business case. Every business case shall include a cost-benefit analysis where sufficient benefits are quantified to justify the expenditure.

In summary, this policy memorandum identifies the CII IPT as the single point of contact for all videos and customer-oriented publications, requires approval of the DCMC Commander prior to production of such products, and explains the review and approval process. If you have any questions, please contact Ms. Linda Polonsky at (703) 767-2454 or DSN 427-2454, or by internet, linda_polonsky@hq.dla.mil.



ROBERT W. DREWES
Major General, USAF
Commander

Attachments

Specifications and Standards for DCMC Publications

Colors:

Maximum use of two colors (black is considered a color). Any exception to this must be justified and specifically approved by the Commander DCMC. Command colors are purple (Pantone Matching System [PMS] 267) and teal (PMS 314). Any color may be used but it is preferred that the color(s) chosen work well with the Command colors.

Sizes:

In order to avoid the cost of cutting paper to size, only standard sizes (e.g. 8 1/2" x 11", 8 1/2" x 14") may be used and standard size paper may be folded to meet brochure design. Authorization must be obtained through the CIIPT to use non-standard paper sizes.

Text/photos/graphics:

Text/photos/graphics must be approved by the Command Image and Information Process Team.

Paper type:

Only standard Government Printing Office-approved paper types may be used.

Design:

It is strongly recommended that CAOs/ HQ teams use the design services available through the District Public Affairs Offices and Headquarters Business Management and Analysis Team. They have graphic designers on staff or on contract who can provide graphic design services (at a pre-determined rate) and products that will match other Command materials. If these services are not used, rationale must be provided in the business case.

Review:

After receiving approval from the Commander DCMC, a mock-up of the final design must be provided to the CIIPT for review and approval prior to going to print.

Printing:

All printing will be done through the Defense Automated Printing Service or the Government Printing Office.

Distribution:

A copy of the finished product must be provided to the CIIPT.

DCMC Marketing Products

Videos

"Changing the Way We Do Business" Military Marketing - Interviews with DCMC's Customers (Mr. Steve Carberry, NAVAIR; Dr. Lyn Skolnik, Ballistic Missile Defense) about how DCMC helps in the contracting process. Features Maj Gen Robert Drewes, USAF. 7:27 (1995)

SPI: Accelerating the Pace - Discussion by Maj Gen Drewes, DCMC personnel, customers and contractors about SPI and Management Councils. 18:00 (1997)

Marketing Packages

Brochures

DCMC: Your Source for Contract Administration Services
Early CAS

Fact Sheets

DCMC Customer Liaisons

Earned Value Management System (EVMS)

Individually designed fact sheets (produced through District PAO upon request)

Single Process Initiative

- #1 - What is the Single Process Initiative
- #2 - Guidelines for Preparing a Concept Paper
- #3 - Consideration: Applying it to the Single Process Initiative
- #4 - SPI + Joint Logistics Commanders' Acquisition Pollution Prevention Initiative = Saving\$
- #5 - The Role of the Management Council in the Single Process Initiative
- #6 - The Role of the Component Team Leader in the Single Process Initiative
- #7 - SPI and the Modification Process
- #8 - NASA and SPI
- #9 - FASA and the Single Process Initiative

DCMC pocket folder (holds marketing materials)

